

file name tests

**PHILIP MORRIS U.S.A.**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: David Dangoor

DATE: March 31, 1988

FROM: Jon Zoler

SUBJECT: "PHILIP MORRIS" NAME

Attached is a one-page summary on Philip Morris name research.

I'm sure you don't want to see the appendix which is about 1/2 inch thick of detailed reports based on research conducted since 1979.

/tck  
Attachment

cc: C. Levy  
L. Suwarna

*Jon*

REC-111

MAR 31 1988

2048897511